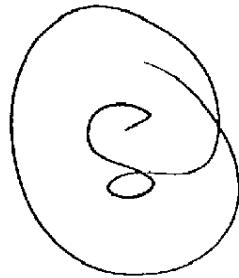


RJ REYNOLDS

TOBACCO COMPANY



June 11, 1997

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-4179
Fax (716) 634-3145

S. MacLeod

7-11 / WINSTON B2G2F LIGHTERS / PROMOTION #700649

As information, Dave Keeney checked with 7-11 Corporate (via J. Morris) regarding the above promotion and was informed that 7-11 locations will accept this promotion based on individual store acceptance. Dave was advised that our sales personnel will need to conduct store surveys to determine participation due to the fact that 7-11 has ongoing inhouse lighter promotions.

How should this be handled?

Sincerely,

A handwritten signature in black ink, appearing to read "Judy".

J. Campbell
Promotional Coordinator / 1610
/jc
cc: D. Keeney

51845 5976

N31 - BPEN31S1 WORKPLAN PROGRAMS QUANTITIES 18 OF 38 06/11/97 - 11:11:44.2
 Terr Acct Name City VAP Chn Sugg Revised Error Message

| | | | | | | | | |
|--------|--------|------|--------|------------|---|---|---|---|
| 162207 | 776852 | 7-11 | #19886 | NAZARETH | Y | Y | 1 | 1 |
| 162210 | 179189 | 7-11 | #15496 | MIDDLETOWN | Y | Y | 1 | 1 |
| 162210 | 576432 | 7-11 | #15471 | MIDDLETOWN | Y | Y | 1 | 1 |
| 162307 | 653647 | 7-11 | #19389 | MONSEY | Y | Y | 1 | 1 |
| 162307 | 769788 | 7-11 | #21450 | SUFFERN | Y | Y | 1 | 1 |
| 162307 | 770347 | 7-11 | #24817 | SPRING VAL | Y | Y | 1 | 1 |
| 162308 | 179227 | 7-11 | #17765 | WAPPINGERS | Y | Y | 1 | 1 |
| 162308 | 320471 | 7-11 | #11467 | POUGHKEEPS | Y | Y | 1 | 1 |
| 162308 | 653625 | 7-11 | #25393 | WAPPINGERS | Y | Y | 1 | 1 |
| 162308 | 697361 | 7-11 | #18249 | POUGHKEEPS | Y | Y | 1 | 1 |
| 162309 | 179813 | 7-11 | #15528 | GARNERVILL | Y | Y | 1 | 1 |
| 162309 | 520642 | 7-11 | #26784 | YORKTOWN H | Y | Y | 1 | 1 |
| 162601 | 397275 | 7-11 | #11270 | TONAWANDA | Y | Y | 1 | 1 |
| 162601 | 398087 | 7-11 | #16725 | LOCKPORT | Y | Y | 1 | 1 |
| 162601 | 398753 | 7-11 | #18546 | TONAWANDA | Y | Y | 1 | 1 |
| 162602 | 268764 | 7-11 | #11277 | ROCHESTER | Y | Y | 2 | 1 |
| 162602 | 544627 | 7-11 | #11269 | CHEEKTOWAG | Y | Y | 1 | 1 |
| 162602 | 654775 | 7-11 | #11278 | BULLS HEAD | Y | Y | 1 | 1 |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---

Quit Retrn QTY UPDT SRCH BKWD FRWD TOTL Lgoff

Winston
Lighters

51845 5977

N31 - BPEN31S1 WORKPLAN PROGRAMS QUANTITIES 36 OF 38 06/11/97 - 11:11:58.6
Terr Acct Name City VAP Chn Sugg Revised Error Message

| | | | | | | | | |
|--------|--------|------|------------|-------------|---|---|---|---|
| 162603 | 397314 | 7-11 | #11265 | ORCHARD PA | Y | Y | 1 | 1 |
| 162603 | 397377 | 7-11 | #17385 | ORCHARD PA | Y | Y | 1 | 1 |
| 162603 | 598995 | 7-11 | #18035 | WEST SENECA | Y | Y | 1 | 1 |
| 162603 | 626752 | 7-11 | #11274 | CHEEKTOWAG | Y | Y | 1 | 1 |
| 162603 | 732871 | 7-11 | #11260 | DEPEW | Y | Y | 1 | 1 |
| 162603 | 764675 | 7-11 | #19112 | ORCHARD PA | Y | Y | 1 | 1 |
| 162604 | 268713 | 7-11 | #24809 | ROCHESTER | Y | Y | 2 | 1 |
| 162604 | 268720 | 7-11 | #11279 | HENRIETTA | Y | Y | 2 | 1 |
| 162604 | 568774 | 7-11 | #23893 | ROCHESTER | Y | Y | 1 | 1 |
| 162604 | 587842 | 7-11 | #21337 | PENFIELD | Y | Y | 1 | 1 |
| 162604 | 763221 | 7-11 | #21412 | ROCHESTER | Y | Y | 1 | 1 |
| 162604 | 763477 | 7-11 | #22653 (F) | ROCHESTER | Y | Y | 1 | 1 |
| 162604 | 763651 | 7-11 | #24058 | ROCHESTER | Y | Y | 1 | 1 |
| 162605 | 763667 | 7-11 | #21962 | FAIRPORT | Y | Y | 1 | 1 |
| 163802 | 042747 | 7-11 | #24229 | NASHUA | Y | Y | 1 | 1 |
| 163802 | 643656 | 7-11 | #24433 | NASHUA | Y | Y | 1 | 1 |
| 163802 | 754887 | 7-11 | #19555 | NASHUA | Y | Y | 2 | 1 |
| 163802 | 755230 | 7-11 | #30290 | NASHUA | Y | Y | 3 | 1 |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---

Quit Retrn QTY UPDT SRCH BKWD FRWD TOTL Lgoff

51845 5978

N31 - BPEN31S1 WORKPLAN PROGRAMS QUANTITIES 38 OF 38 06/11/97 - 11:12:05.0
Terr Acct Name City VAP Chn Sugg Revised Error Message

| | | | | | | | | |
|--------|--------|------|--------|------------|---|---|---|---|
| 163805 | 701001 | 7-11 | #30292 | LONDONDERR | Y | Y | 1 | 1 |
| 163807 | 104246 | 7-11 | #16153 | MERRIMACK | Y | Y | 2 | 1 |
| | | | | | | | 1 | |
| | | | | | | | 1 | |
| | | | | | | | 1 | |
| | | | | | | | 1 | |
| | | | | | | | 2 | |
| | | | | | | | 2 | |
| | | | | | | | 1 | |
| | | | | | | | 1 | |
| | | | | | | | 1 | |
| | | | | | | | 1 | |
| | | | | | | | 1 | |
| | | | | | | | 1 | |
| | | | | | | | 2 | |
| | | | | | | | 3 | |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Quit Retrn QTY UPDT SRCH BKWD FRWD TOTL Lgoff

51845 5979